



King County

Farmers Market Access Project

Farmers Markets are for Everyone!

Farmers Market Access Project Fact Sheet

What is FMAP?

Starting in June, 2011, the Farmers Market Access Project (**FMAP**) will increase the availability of healthy food to shoppers by expanding the ways that people can pay for food at nine farmers markets in central/south Seattle and south King County. Farmers selling at these markets now have the opportunity to accept payments from shoppers using WIC Fruit and Vegetable Checks and EBT (food stamp) cards, as well as credit and debit cards.

The project is supported by a Communities Putting Prevention to Work (CPPW) Obesity Prevention grant from Public Health-Seattle & King County and will run through mid-March, 2012 with an emphasis on the 2011 farmer's market season. FMAP is made possible by funding from Public-Health – Seattle & King County and the US Department of Health and Human Services.

FMAP is one of 55 CPPW initiatives in King County and is managed by the King County Agriculture Program and community partners including Public Health–Seattle & King County, Within Reach, Cascade Harvest Coalition, Des Moines Farmers Market, Department of Health, the Neighborhood Farmers Market Association, Tonnemaker Family Orchard, Department of Social and Health Services, and WSU Center for Sustaining Agriculture and Natural Resources.

What are the project goals?

- ◆ Obesity prevention through promotion of healthy eating and active living.
- ◆ Increase availability of culturally appropriate food in more communities.
- ◆ Increase access to healthy foods in central/south Seattle and south King County and encourage low-income populations to purchase fresh, locally grown food.
- ◆ Increase the number of low-income shoppers using their food assistance benefits.
- ◆ Improve awareness of low-income shoppers in King County that farmers markets are healthy, easy and affordable ways to purchase food and that many markets have ability to accept food assistance program benefits.
- ◆ Increase farmer vendor sales at selected farmers markets. The economic health of local farmers is intrinsic to supplying all populations with access to healthy food.

Participating Farmers Markets

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| ◆ Auburn International Farmers Market | Sundays through September 25, 9 AM – 2 PM |
| ◆ Burien Farmers Market | Thursdays through October 13, 11 AM – 6 PM |
| ◆ Columbia City Farmers Market (Seattle) | Wednesdays through October 19, 3 PM – 7 PM |
| ◆ Des Moines Waterfront Farmers Market | Saturdays through October 29, 10 AM – 2 PM |
| ◆ Federal Way Farmers Market | Saturdays through October 29, 9 AM – 3 PM |
| ◆ Georgetown Market Place (Seattle) | Saturdays through September 24, 10 AM – 3 PM |
| ◆ Kent Farmers Market | Saturdays through September 24, 9 AM – 2 PM |
| ◆ Madrona Farmers Market | Fridays through September 30, 3 PM – 7 PM |
| ◆ Renton Farmers Market | Tuesdays through September 27, 3 PM – 7 PM |



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Why these 10 markets?

This is the geographic area the grant funded. The long term vision is to expand these services throughout the county, region and state.

How many farmers are participating?

Each of these ten markets has self-selected farmers – specifically, farm vendors who have completed the necessary training and application process to accept these benefits. Each participating farmer booth will have signage identifying the programs they offer. Over the course of 2011 market season, we estimate 45-50 farmers will offer one or both of these programs.

How does it work? Follow these steps.

- ◆ Clients should stop by the market information booth to find out how to use different food assistance benefits at the market. Not all farmers selling fruits and vegetables will be certified for the monthly fruit/veggie checks (for a variety of reasons). The market manager can tell clients who to look for and how to use their benefits along with EBT, credit and debit cards.
- ◆ Look for signage in booths of participating farmers who can accept:
 - EBT
 - WIC Fruit & Vegetable Checks
 - Credit/Debit Cards

What are advantages to shopping at a farmers market?

- ◆ Farmers markets are good for your health.
- ◆ Farmers markets are affordable.
- ◆ Farmers markets that accept food assistance benefits are easy to find and fun to visit.
- ◆ It's simple to use your benefits and shop for all the locally grown, healthy foods.
- ◆ Shopping at farmers markets has multiple benefits for everyone – you can feed your family fresh, healthy food and support local farmers.

For more information:

Consumers:

1-800-322-2588

<https://resources.parenthelp123.org/service/farmers-markets>

FMAP Project Lead

Karen Kinney

King County Agriculture Program

206-263-6499

karen.kinney@kingcounty.gov

Collateral materials are available for distribution in these languages:

Tri-fold brochure (English); tri-fold brochure English/Spanish, English/Vietnamese, English/Somali, English/Korean and English/Russian. Two sided rack cards in English, Spanish, Vietnamese, Somali, Korean and Russian. Copies can be ordered free of charge http://www.withinreachwa.org/ordermaterials_qty